

PREVIOUS BRAND AMONG
MARLBORO ULTRA LIGHTS SMOKERS
 (weighted)

	<u>Indianapolis</u>	<u>Portland</u>	<u>Nashville</u>
	124	97	28
	#	#	#
<u>PM</u>			
<u>Marlboro</u>	<u>101</u> = 82%	<u>79</u> = 81%	<u>22</u>
Marlboro Full Flavor	84 = 68%	60 = 62%	20
Marlboro Lights	12	13	4
Cambridge	73 = 59%	48 = 50%	16
Merit	4	-	-
Virginia Slims	4	3	-
Benson & Hedges	3	1	-
Saratoga	1	-	-
Parliament	-	1	-
<u>RJR</u>	<u>14</u>	<u>10</u>	<u>5</u>
Winston	8	2	1
Vantage	3	-	3
Salem	3	-	-
Camel	2	8	-
Ritz	1	-	-
Doral	-	-	1
<u>All Others</u>	<u>7</u>	<u>9</u>	<u>1</u>
Lucky Strike	1	-	-
Tareyton	1	-	-
True	1	-	-
Kent	1	-	1
Kool	1	-	-
Malibu	-	2	-
Carlton	-	2	-
Pall Mall	-	4	-
No previous brand	2	1	-

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